

Staffordshire Rural Hub Town Profile – Rugeley

Vision: “We will preserve, enhance and develop the identity, environmental impact and rich history of Rugeley, whilst drawing upon the advantages and opportunities to be found in forthcoming developmental projects. With many conservation areas, Rugeley will be well used by its communities and will also attract visitors to its unique location between the River Trent, the canal and Cannock Chase AONB.”

Rugeley Town Council Strategy and Action Plan (2021/22)

Local Economy

There are 8,680 jobs in Rugeley (2019)¹

- 25%** Transport & Storage (England 5%)
- 17%** Manufacturing (England 8%)
- 12%** Retail (England 9%)
- 8%** Accommodation & Food (England 7%)

Key employers (250+ employees)

amazon

Armitage
Shanks

JCB

Key employers (50-249 employees)

ULTRA

HAWKINS
LOGISTICS

PREMIER
NUTRITION

N. S. CLARKE TRANSPORT LTD

Royal Mail

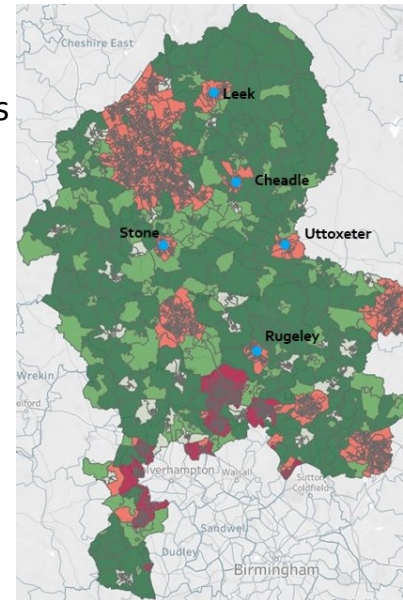
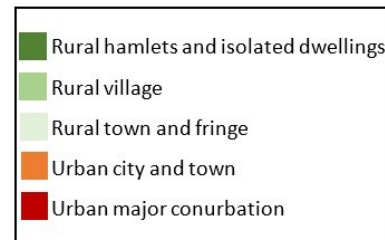
People

Rugeley is home to 24,735 residents (2019):

- 61%** working age (16-64) (England 63%)
- 21%** aged 65+ (England 19%)

Place

- ✓ Birmingham: 40 minutes
- ✓ Derby: 40 minutes
- ✓ Manchester: 90 minutes



Deprivation

Scores well on the Index of Multiple Deprivation (IMD) for most measures, including 'Income', but below average for 'Barriers to Housing and Services'.

Strengths and Opportunities

- ✓ New large housing opportunities at former Rugeley Power Station site (including opportunities for innovative, low carbon solutions) and at Aelfgar site
- ✓ Good transport connectivity (road and rail)
- ✓ Tourism opportunities: attractive and historic town centre, close to Cannock Chase AONB
- ✓ Independent traders dominate town centre

Challenges

- ✓ Town centre investment needed, including public realm
- ✓ Need to look at mixed use opportunities in the town centre
- ✓ Pockets of deprivation, including education and connectivity

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 1% (1,222 jobs) in Cannock Chase, Tamworth and Lichfield council areas.